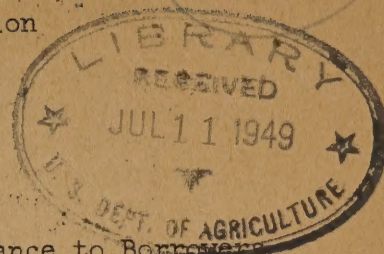


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DEPARTMENT OF AGRICULTURE
Rural Electrification Administration

Administrative Memorandum



SUBJECT: Execution of REA Policy Concerning Assistance to Borrowers
in The Promotion of Beneficial Uses of Electricity

Responsibilities for execution of the above policy are as follows:

1. The Management Division shall be responsible for -
 - a. Encouraging borrowers as a phase of general management to undertake educational activities to bring about the efficient and beneficial use of electricity, and to recommend that they use the expert advice and assistance made available by the Applications and Loans Division.
 - b. Advising borrowers and the Applications and Loans Division concerning the bearing of such activities on the borrowers' financial status, and assisting borrowers in making the cost of such activities an element in their budgetary plans.
 - c. Advising Applications and Loans Division with respect to the borrowers' power supply.
 - d. Advising Applications and Loans Division when the need of expert advice and assistance is indicated because of low KWH consumption, poor demand factor or inadequate diversity of usage.
2. The Applications and Loans Division shall be responsible for -
 - a. Studying as specialists the status of borrowers with respect to KWH consumption, the demand factor and diversity of usage, discovering when the need of educational efforts is indicated, and conferring with the Management Division concerning the initiation of such educational efforts, including the budgeting of expenses involved.
 - b. Advising borrowers' directors and managers concerning the possibilities of programs for the encouragement of more beneficial uses of electricity; advising them concerning arrangements and procedures; guiding and assisting borrowers with respect to helping their

consumer-members to obtain maximum benefits of electric service through a farm and community wiring, plumbing and equipment program; and, after clearance with the Management Division concerning such activities as involve the employment of one or more Electrification Advisers and the expenditures in connection with such personnel, assisting borrowers in the employment and training of such personnel.

c. Training and guiding these Electrification Advisers in activities to:

Develop, organize and carry out a year-round schedule of activities to meet the needs, desires and interests of farm people and the rural community.

Insure that the members' use of electricity in their household and farm operations will be adequate to provide financial soundness to the borrower.

Coordinate the power-use program, insofar as possible, with programs of other related agencies working with rural people, preferably using the committee technique.

Encourage and assist dealers in desirable activities in the distribution, installation and servicing of equipment.

Help plan adequate farmstead wiring and plumbing and assist consumers in selection, arrangement, operation and care of equipment. This includes group demonstrations and meetings.

Obtain and disseminate power-use information through various local channels, such as news letters, press, radio, etc.; setup test installations to secure pertinent local data on equipment usage.

Coordinate the foregoing activities to assure the interest and participation of the members in the operation of their cooperatives to the extent that the security of the cooperative is maintained and the ownership and management remains in the hands of the members.

d. Planning and scheduling for preparation by the Information Division of bulletins, pamphlets, posters and exhibits,

and other educational and instructional material for use in promotion of maximum beneficial and more diversified use of electricity in rural areas.

- e. Advising the Technical Standards Division concerning present and potential farm and rural community uses of electricity requiring research, further development and manufacture of equipment; planning and scheduling specific investigations in connection therewith.
 - f. Promoting greater activity on the part of manufacturers, distributors and dealers in the manufacture, distribution and installation of farmstead wiring, plumbing and electric farm and home equipment.
 - g. Planning and initiating power-use activities on the part of Federal, State, regional and local agencies that carry on related programs among rural people.
3. The Information Division shall be responsible for -
- a. Preparation and distribution of pertinent bulletins, pamphlets, exhibits and other educational and instructional material for use in promotion of increased and more diversified use of electricity in rural areas as planned and scheduled by the Applications and Loans Division.
 - b. Clearing with Applications and Loans Division on all information to be released by REA that pertains to greater and more beneficial use of electricity.
4. The Technical Standards Division shall be responsible for -
- a. Informing the Applications and Loans Division concerning new developments in the field of electrical equipment for rural farm, home and community use.
 - b. Making special studies of suitability for rural uses of specific items of equipment as requested by Applications and Loans Division.
 - c. In accordance with plans and schedules prepared by Applications and Loans Division encouraging manufacturers to develop and manufacture new equipment and improve existing equipment.

This Memorandum supersedes all preceding memoranda or parts thereof that conflict with its provisions.

/s/ CLAUDE R. WICKARD

Administrator

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